

## FIG. 1

- 11: ATTRIBUTE INFORMATION ATTACHING SECTION
- 12: MEANING INFORMATION CHANGING SECTION
- 13: MEANING INFORMATION STORING SECTION
- 5 14: TRANSMITTING SECTION
- 21: PROGRAM
- 22: ATTRIBUTE INFORMATION
- 23: PROGRAM + ATTRIBUTE INFORMATION
- 24: MEANING INFORMATION
- 10 100: TRANSMITTER
- 200: RECEIVER

## FIG. 2

- 25: PROGRAM (VIDEO, AUDIO)
- 15 26: PROGRAM ID

## FIG. 3

- A: PROGRAM ID
- 21: PROGRAM (VIDEO, AUDIO)
- 20 22: ATTRIBUTE INFORMATION

## FIG. 4

- A: ATTRIBUTE INFORMATION
- B: ADDRESS

25

## FIG. 5

- A: ATTRIBUTE INFORMATION
- B: ADDRESS

30 FIG. 6

- A: MEANING INFORMATION
- B: ADDRESS
- C: VALUE
- D: FEMALE
- 35 E: MALE
- F: 18 YEARS OF AGE OR OVER
- G: NO AGE LIMITS

H: ADDRESS  
I: MEANING  
J: A COMPNAY  
K: B COMPANY  
5 L: T COMPANY  
M: N COMPANY  
N: PROGRAM ID

## FIG. 7

- 10 A: MEANING INFORMATION  
B: ADDRESS  
C: VALUE  
D: NO AGE LIMITS  
E: 18 YEARS OF AGE OR OVER  
15 H: T COMPANY  
I: A COMPANY  
J: N COMPNAY  
K: B COMPANY  
M: FEMALE  
20 N: MALE  
O: PROGRAM ID

## FIG. 8

- 12: MEANING INFORMATION CHANGING SECTION  
25 13: MEANING INFORMATION STORING SECTION  
14: TRANSMITTING SECTION  
21: PROGRAM  
22: ATTRIBUTE INFORMATION  
24: MEANING INFORMATION  
30 100A: TRANSMITTER  
200: RECEIVER

## FIG. 9

- A: PROGRAM ID  
35 B: ATTRIBUTE INFORMATION PORTION

## FIG. 10

TD6001-000904

28: USER ATTRIBUTES  
30: PROGRAM  
100: TRANSMITTER  
200: RECEIVER  
5 301: RECEIVING SECTION  
302: SEPARATING SECTION  
303: ACCUMULATION CONTROL SECTION  
304: USER ATTRIBUTE STORING SECTION  
305: INTERPRETING SECTION  
10 306: ACCUMULATION MANAGING SECTION  
A: PROGRAM  
B: ATTRIBUTE INFORMATION  
C: MEANING INFORMATION

15 FIG. 11  
28: USER ATTRIBUTES  
28A: MALE  
28B: 20 YEARS OF AGE  
28C: T COMPANY  
20 28D: N COMPANY

FIG. 12  
S801: RECEIVE?  
S802: PROGRAM 21, ATTRIBUTE INFORMATION 22, AND MEANING INFORMATION 24  
25 RECEIVED?  
S803: SEPARATE  
S804: ACQUIRE USER ATTRIBUTES 28 FROM USER ATTRIBUTE STORING SECTION  
304  
S805: INTERPRET ATTRIBUTE INFORMATION 22 BASED ON MEANING INFORMATION  
30 24  
S806: DO ATTRIBUTE INFORMATION 22 AND USER ATTRIBUTES 28 SATISFY  
PREDETERMINED RELATIONSHIP?  
S807: ACCUMULATE PROGRAM 21  
A: START  
35 FIG. 13  
12: MEANING INFORMATION CHANGING SECTION

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- 13: MEANING INFORMATION STORING SECTION
- 14: TRANSMITTING SECTION
- 15: PROGRAM STORING SECTION
- 21: PROGRAM
- 5 24: MEANING INFORMATION
- 27: ATTRIBUTE INFORMATION
- 30: PROGRAM
- 100B: TRANSMITTER
- 200B: RECEIVER
- 10 30: PROGRAM
- 100B: TRANSMITTER
- 200B: RECEIVER
- 301: RECEIVING SECTION
- 15 302: SEPARATING SECTION
- 303: ACCUMULATION CONTROL SECTION
- 304: USER ATTRIBUTE STORING SECTION
- 305: INTERPRETING SECTION
- 306: ACCUMULATION MANAGING SECTION
- 20 308: ACCUMULATION CONTROL FUNCTION RECEIVING SECTION
- 309: DETERMINING SECTION
- A: PROGRAM
- B: ATTRIBUTE INFORMATION
- C: MEANING INFORMATION
- 25 D: NETWORK
- E: USER ATTRIBUTES

## FIG. 15

- S1101: ACCUMULATION CONTROL FUNCTION RECEIVING SECTION 308 RECEIVED
- 30 PROGRAM 30?
- S1102: ACCUMULATION CONTROL FUNCTION ACQUIRING SECTION 310 ACQUIRES
- PROGRAM 30 THROUGH NETWORK
- S1103: STORE PROGRAM 30 ACQUIRED THROUGH NETWORK IN CONTROL
- SECTION 307
- 35 S1104: STORE RECEIVED PROGRAM 30 IN CONTROL SECTION 307
- A: START
- B: END

## FIG. 16

12: MEANING INFORMATION CHANGING SECTION  
13: MEANING INFORMATION STORING SECTION  
5 14: TRANSMITTING SECTION  
15: PROGRAM STORING SECTION  
16: DISTRIBUTION TIME INFORMATION STORING SECTION  
21: PROGRAM  
24: MEANING INFORMATION  
10 27: ATTRIBUTE INFORMATION  
100C: TRANSMITTER  
200C: RECEIVER  
A: DISTRIBUTION TIME INFORMATION

## 15 FIG. 17

30: PROGRAM  
100C: TRANSMITTER  
200C: RECEIVER  
301: RECEIVING SECTION  
20 302: SEPARATING SECTION  
303: ACCUMULATION CONTROL SECTION  
304: USER ATTRIBUTE STORING SECTION  
305: INTERPRETING SECTION  
306: ACCUMULATION MANAGING SECTION  
25 308: ACCUMULATION CONTROL FUNCTION RECEIVING SECTION  
309: DETERMINING SECTION  
310: ACCUMULATION CONTROL FUNCTION ACQUIRING SECTION  
A: PROGRAM  
B: ATTRIBUTE INFORMATION  
30 C: MEANING INFORMATION  
D: DISTRIBUTION TIME INFORMATION  
E: NETWORK

## FIG. 18

35 S1401: IS IT POINT IN TIME ASSOCIATED WITH DISTRIBUTION TIME?  
S1402: ACCUMULATION CONTROL FUNCTION RECEIVING SECTION 308 EXECUTES  
OPERATION OF RECEIVING PROGRAM 30

09943360-1000904

09/913360

S1403: DISTRIBUTION TIME RECEIVING SECTION 311 RECEIVED DISTRIBUTION  
TIME INFORMATION?

S1404: UPDATE DISTRIBUTION TIME

A: START

5

09913360-100904

图 1

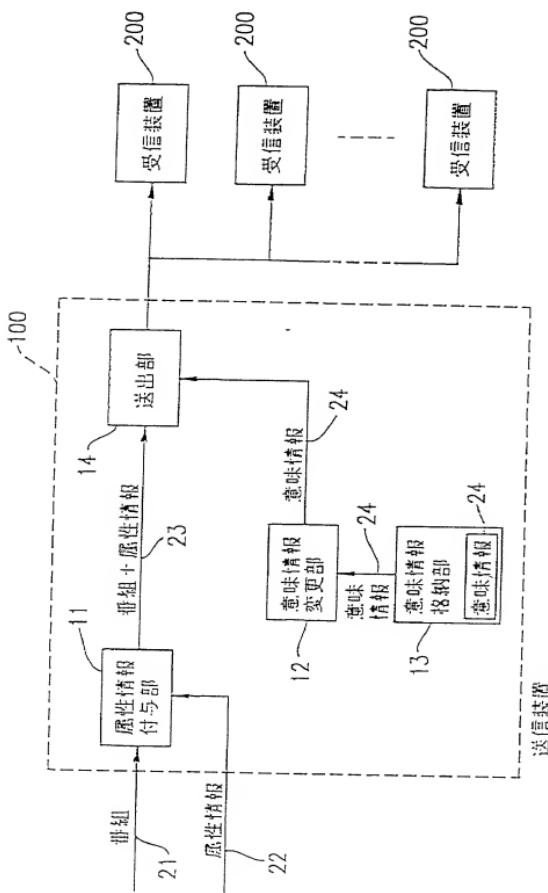


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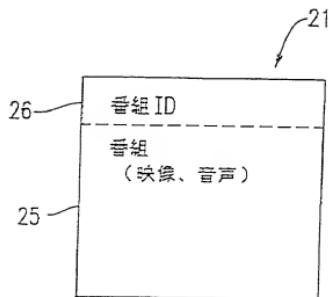


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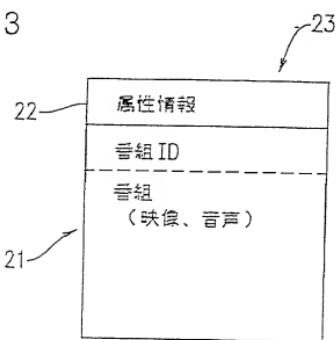


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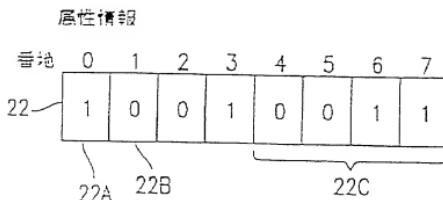


図5

属性情報

番地	0	1	2	3	4	5	6	7
31	1	0	0	1	1	1	0	0

図6

意味情報

番地	値(0)	値(1)	
0	女性	男性	24A
1	18才以上	年令不問	24B
2			
3			
番地	値	意味	
4~7	0001	A社	24C
	0010	B社	
	0011	T社	
	⋮	⋮	
	1111	N社	
番組ID	0001		26

図 7

意味情報

29

音地	値(0)	値(1)
0	年令不同	18才以上
1~4	0001	T社
	0010	A社
	0011	N社
	:	:
	1111	B社
音地	値(0)	値(1)
5	女性	男性
6		
7		
音組ID	0001	

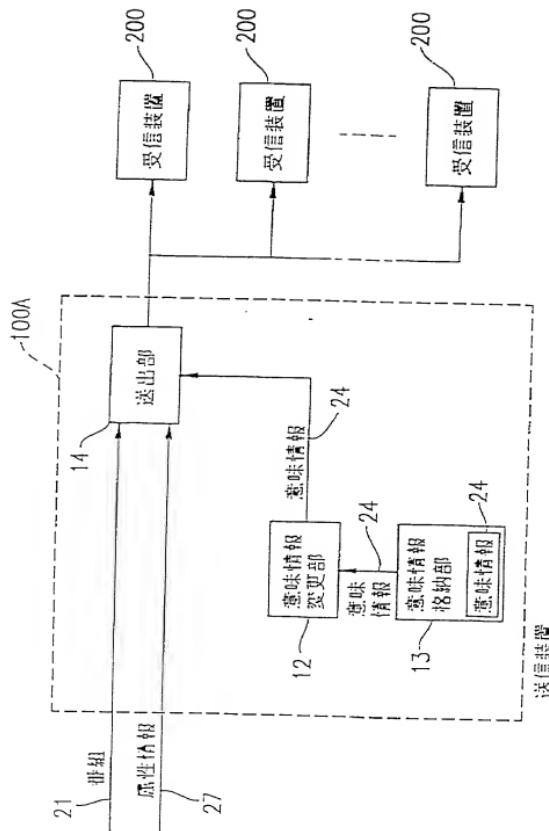
29A

29B

29C

26

四 8



四 9

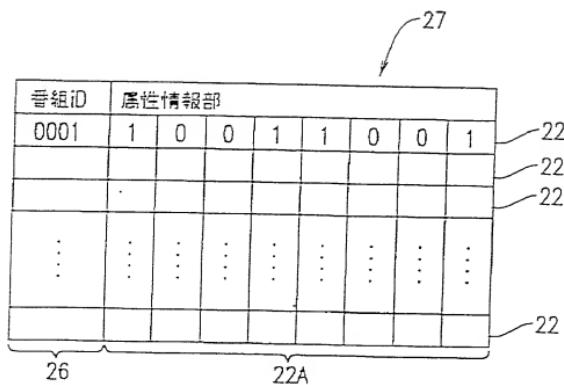


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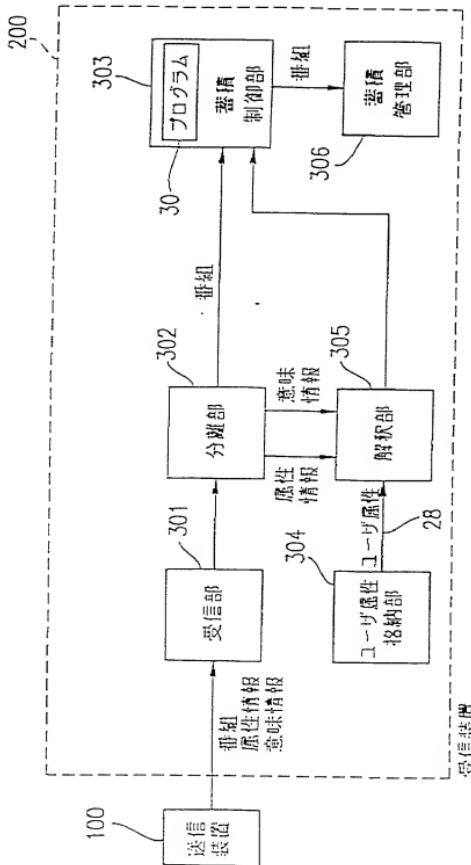


図11

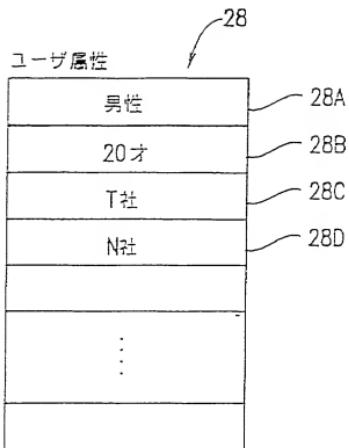


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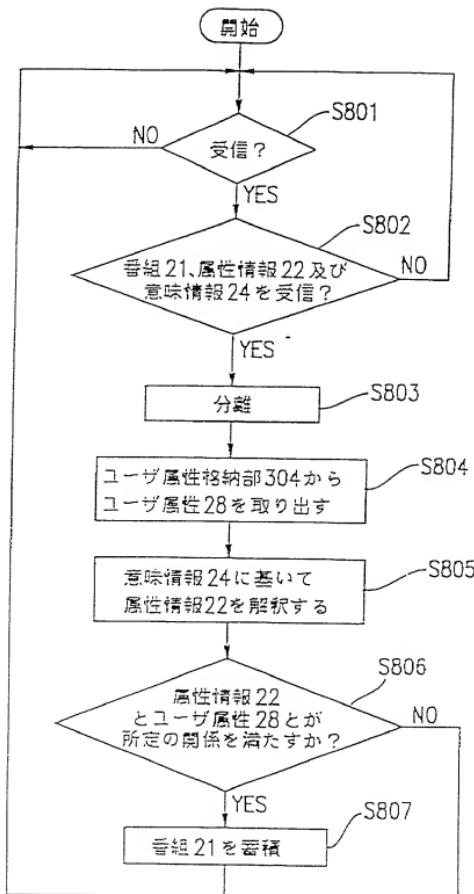


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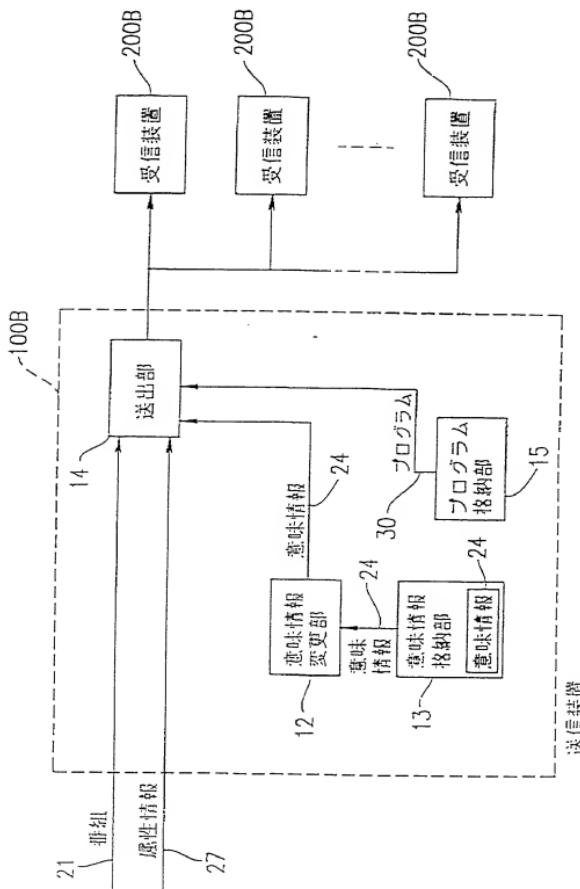


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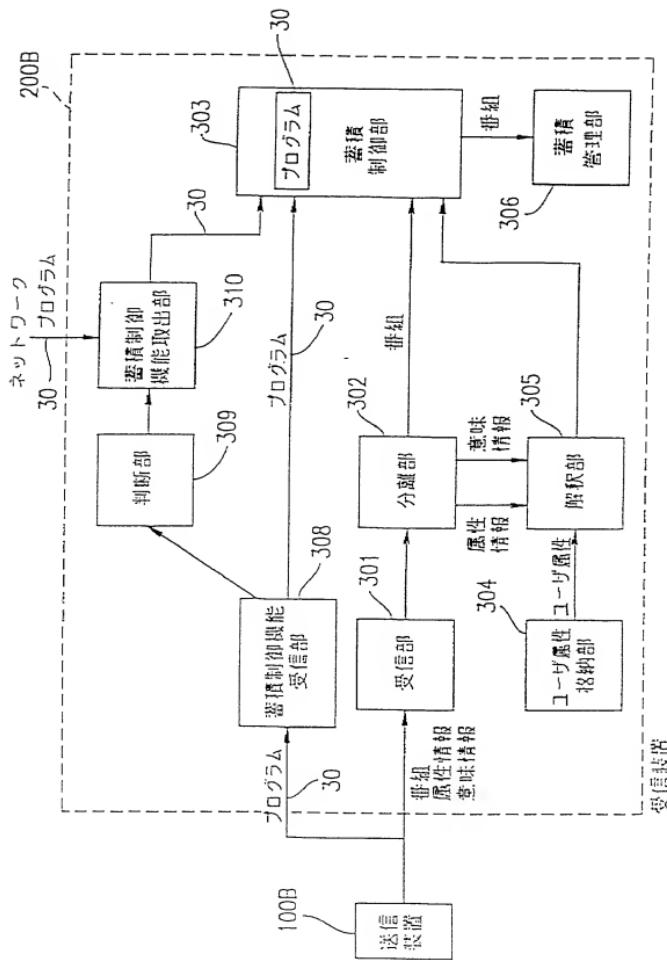
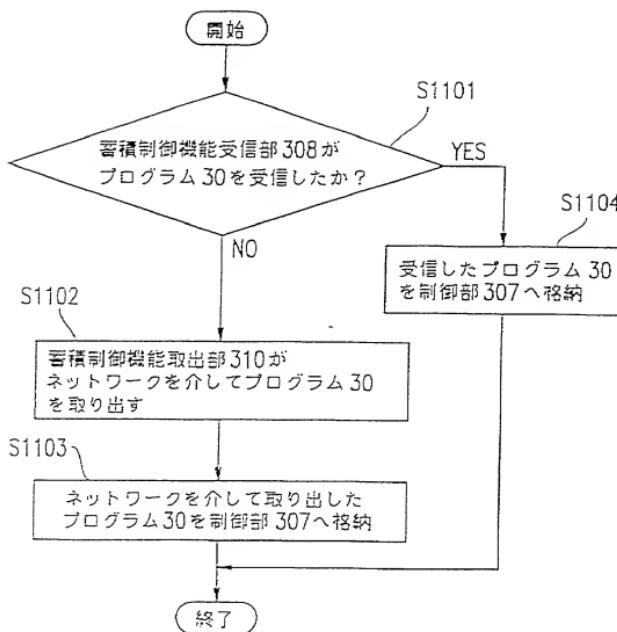


図 15



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図 16

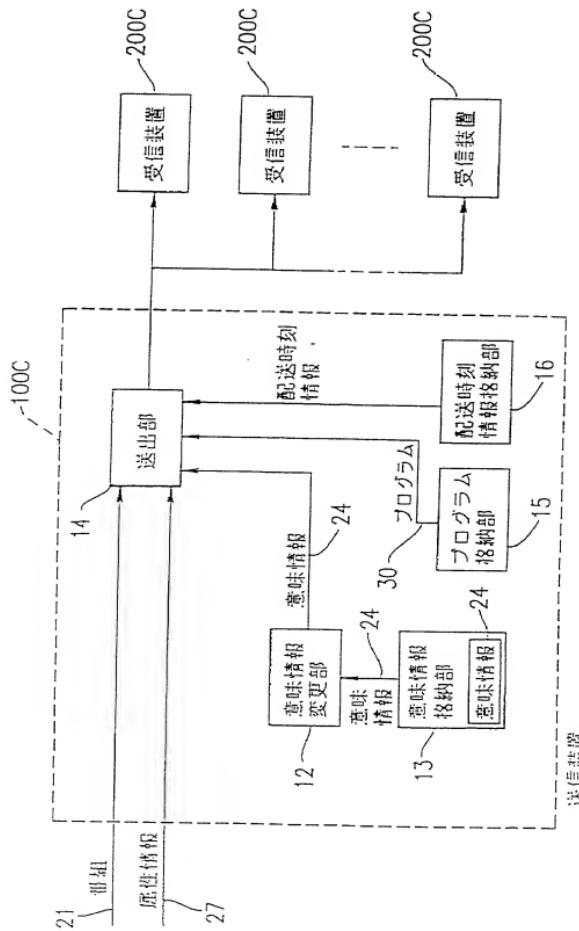


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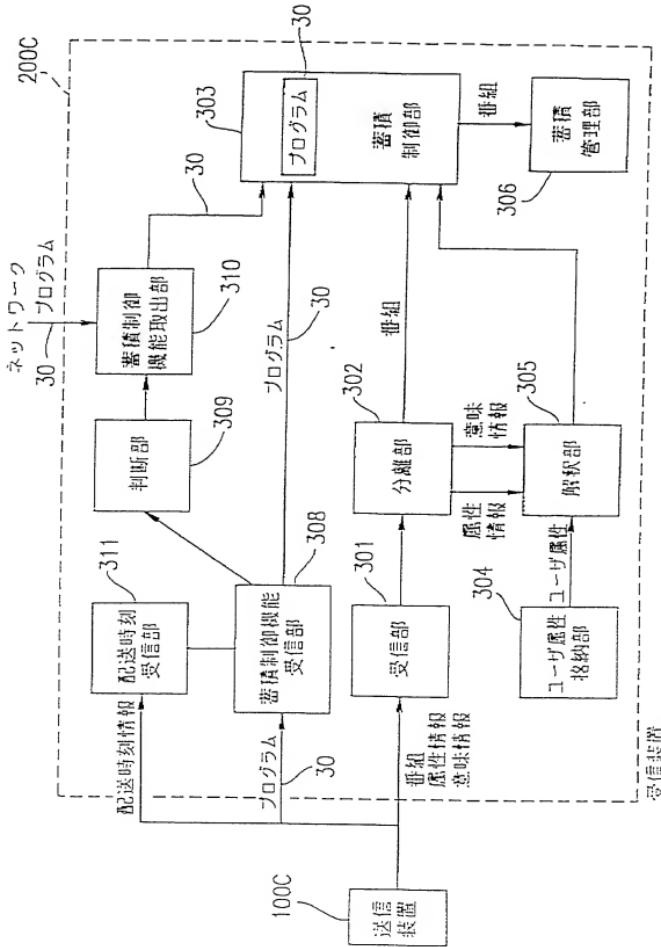
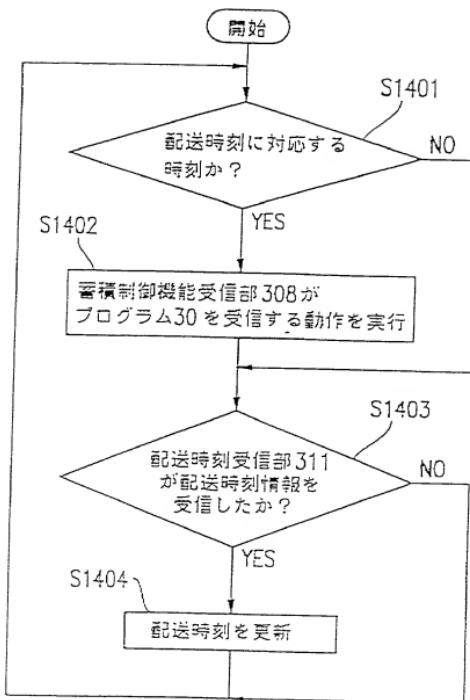


図 18



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